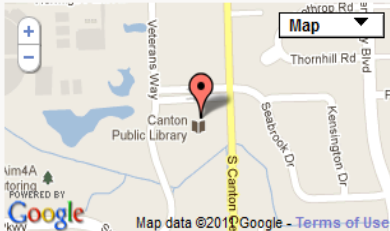


Make using the library fun with foursquare!

Canton Public Library


1200 S. Canton Center Rd.
Canton, MI 48188
(734) 397-0999
[@CantonLibrary](#)




Categories: Library, Bookstore, Movie Theater, Coffee Shop
Tags: audiobooks, movies, study spot, storytime, meeting place, cds, coffee shop, research help, prize for mayor, public, library, books, dvds, loud ass teenagers, canton, free wifi

Tips

[Login](#) to leave Tips at this venue!

**Brad C.**
The "Lucky Day" shelf is a great place to find new stuff if you don't want to wait through the hold list.
January 7, 2010 | ✓ Done by 4 people [Read more](#) [Save](#) [Done](#)

**Tine Walczyk**
Austin, TX

DAYS OUT
31


CHECK-INS
47

THINGS DONE
3

Tine's Lists (2)

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	160	463

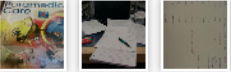
Mayor Last 60 Days

**Susan D.**
12 checkins


Appears on 1 List

I'm easily predictable...
Created by Brooke W.

Photos




Staff




Badges (5)

[See All](#)

Unlock more badges by [following pages!](#)




Mayorships


 Check into a spot more than anyone else and become mayor!


[what's a mayor?](#)

History

[See All](#)

 **Jade Cathay**
San Jose, CA
1 hour ago

 **NYPD New York Pizza &**
San Jose, California



Trainers-R-Us
Knowledge + Technology = Success

“Tech Tools with Tine” Webinar Series Presents:

foursquare

Engage your patrons in the game of
library usage

Tine Walczyk – October 28th, 2011

tine@trainers-r-us.com



What is it?

- foursquare is a social networking site/app that provides a game to encourage people to explore a location
 - Create a community of patrons, encourage participation
 - Make a game out of promoting your organization: achievements, events
 - Social forum for learning everything you have to offer: check-in & to do's



Vocabulary

- Venue – creating your organization's presence on foursquare
- Check-in – announcing your location
- Mayor – patron who has been at your location the most in the past 60 days
- Badges – achievements that can be earned for completing tasks
- Specials – give-aways, prizes, incentives for being a patron

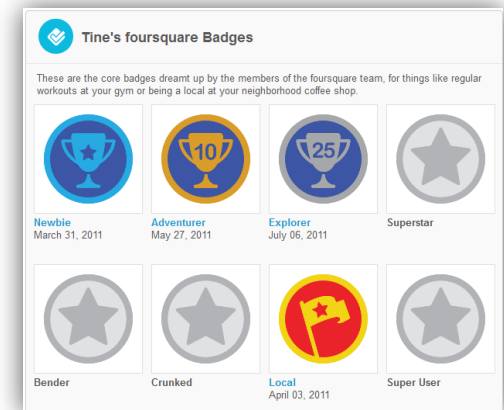
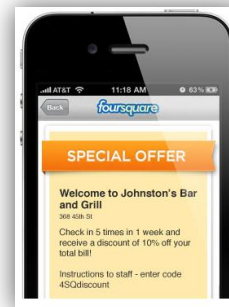
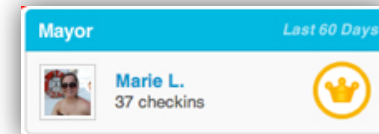
Library uses

- Prizes for being the Mayor
- Create To Do lists
- Post Tips
- Badges for events or specific interactions
- Publicize unique features
- Hold Contests
- Scavenger hunts



Let's take a look...

- Canton Public Library (MI)
 - Prizes for Mayor
- Palo Alto City Library (CA)
 - Specials
- Frisco Public Library (TX)
 - Large collection of reviews
- Perry-Castenda Library, UT Austin (TX)
 - Everything you wanted to know and more?



- Search foursquare for your organization

- Either Add or Claim your spot

Add Venue

Name:

RRPL

216 East Main Avenue

Like: "at 5th Ave." or "btwn Essex & Ludlow"

Round Rock

TX

78664

United States

Drag the pin to update the venue's location on the map

Map ▼



Setting up your Venue

- Make your basic information edits

Is this a chain?

You are about to claim RRPL (Round Rock, TX). Is this venue a one of a kind or a chain?

- [One of a kind with one location](#)
- [Chain with less than 10 locations](#)
- [Chain with 10 or more locations](#)

- Verification process can take up to 7 days
 - Phone or mail verification options

Categories

Add categories to this venue below

+ Library	primary category	×
+ Coffee Shop	set as primary	×
+ Internet Cafe	set as primary	×

Add a category:

Select a Category

[ADD CATEGORY](#)

Tags

Use tags to let people know what they can expect here:

- + [storytime](#)
- + [search assistance](#)
- + [cool librarians](#)

Add a tag:

[ADD TAG](#)

Claim Your Venue on foursquare

Confirm your business information

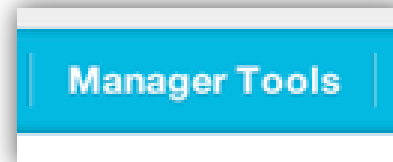
RRPL
216 East Main Avenue
Round Rock, TX 78664

What can we help you with?

Hi! You're about to claim RRPL (Round Rock, TX). Once you claim a venue, you can add venue specials and access the stats dashboard for this place.

Managing your venue

- You must have a verified location
- You must have a foursquare account
 - Preferably attached to a general email account so that multiple people can manage
- Use management tools to:
 - Edit venue information
 - Create specials (Campaigns | Add special)
 - Setup To Do lists
 - Post Tips



Sometimes you need a superuser...

- There are multiple instances of your organization
 - Log into venue
 - Edit venue
 - Merge venues
- A location needs to be removed
 - Log into venue
 - Edit venue
 - Delete location
- You have branch libraries
 - Form available for under 10 sites
 - Form available for up to 100 sites

Report a problem with this venue

Tell us the problem:

Venue should be removed

Venue is miscategorized

Mislocated map pin

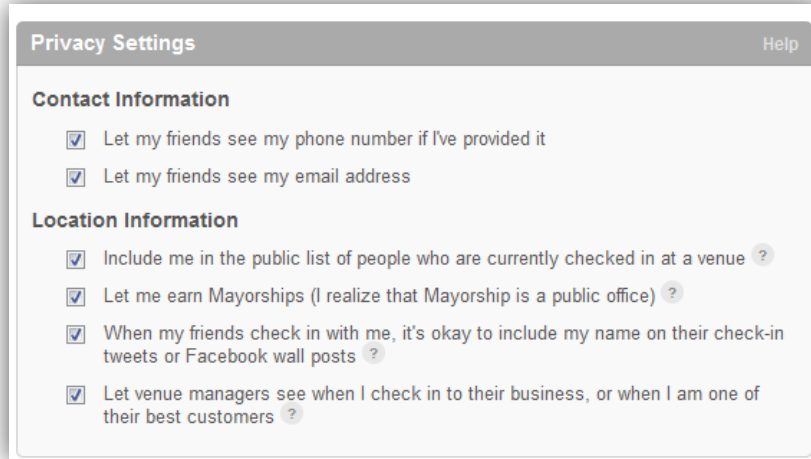
Incorrect name/address

Venue is my home



Knowledge + Technology = Success

What about Privacy?



Privacy Settings [Help](#)

Contact Information

- ☒ Let my friends see my phone number if I've provided it
- ☒ Let my friends see my email address

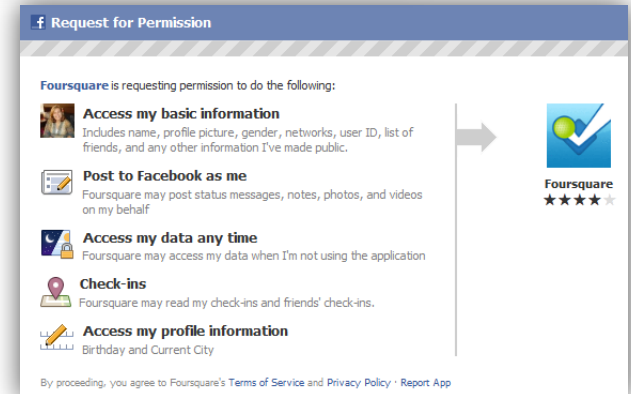
Location Information

- ☒ Include me in the public list of people who are currently checked in at a venue ?
- ☒ Let me earn Mayorships (I realize that Mayorship is a public office) ?
- ☒ When my friends check in with me, it's okay to include my name on their check-in tweets or Facebook wall posts ?
- ☒ Let venue managers see when I check in to their business, or when I am one of their best customers ?

Connect with Facebook for easy sharing






Do you want to be able to post your check-ins, badge unlocks, and mayorships to your Facebook wall? Just link your foursquare account with Facebook by signing in below.

 [Sign in with Facebook](#)




f Request for Permission

Foursquare is requesting permission to do the following:

-  **Access my basic information**
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've made public.
-  **Post to Facebook as me**
Foursquare may post status messages, notes, photos, and videos on my behalf.
-  **Access my data any time**
Foursquare may access my data when I'm not using the application.
-  **Check-ins**
Foursquare may read my check-ins and friends' check-ins.
-  **Access my profile information**
Birthday and Current City

By proceeding, you agree to Foursquare's [Terms of Service](#) and [Privacy Policy](#) · [Report App](#)


Foursquare
★★★★☆

- There are options you can set
- Friends see almost everything
- Being a Mayor is a public position
- Control interaction between foursquare, facebook, and/or twitter

References and Libraries to Look at

- Help Managing your venue --
<http://support.foursquare.com/forums/177952-foursquare-for-business#popular>
- Public Libraries Online article --
http://www.publiclibrariesonline.org/exclusives/internet_spotlight/foursquare-libraries
- Library Journal article --
<http://www.libraryjournal.com/article/CA6725234.html>
- Foursquare resources list from lib2.0 Wiki --
<http://lib20.pbworks.com/w/page/23665837/foursquare>
- David Lee King's blog --
<http://www.davidleeking.com/2010/02/01/foursquare-and-libraries-definitely-something-there>
- Venue Agreement --
<https://foursquare.com/legal/venueterms>

Next time...

Skype!

Tech Tools with Tine Webinar presented on October 28th 2011.